

# In My Daughter's Defense: A Perspective on Driver Distraction and Telematics

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# Two Girls Killed on 9/6/97

- Clear night
- Little traffic on the road
- No alcohol involved
- Everyone wearing seat belts
- Officer was using a *cell phone*



# Benefits of Telematics Documentation on Crash Reports

- Trends in device use and crash/fatalities
- Subjects for qualitative research and polls
- Raised public awareness, increasing safety consciousness
- Potential for decreased incidence of use while the research continues

**Mandate data collection by  
*every* state on Telematics use**

**You have the power**

# Research Concept Addressing Level of Experience

## ■ POLICE OFFICERS

- Advanced driver training background
- Experience with telematics while driving

## ■ NOVICE DRIVER

- Little experience with telematics



Results could assist public in assessing their own abilities to drive safely while multi-tasking.

# Safety: More Public Education

- Continue to post research papers on NHTSA website for public access
- Publicize and fund groups like NWSC and NETS
- Encourage medical professionals, teachers, and police to teach risk factors to the public
- Replicate MADD's successful strategies

# Driver Distraction Education

## Target groups

- Teenagers - driver's ed (NWSC)
- Adults - remedial driving school
- Elderly - retirement communities, social functions, clubs
- Business professionals - place of employment (NETS)
- Children - school



# Presently **NOT** an advocate for legally banning telematics

- Increased bureaucracy and further intrusion into people's lives
- Safety legislation needed only when society is not being responsible in complying with known risks
- ***Educate:*** Let the public assume responsibility for the choices they make



# Driving is a multi-function task

- Add telematics, and drivers will be distracted.
- Don't wait for a **huge lawsuit** as an impetus for action!

# Two Young Girls Who Died Too Soon

